

Forty Years of Steady Growth

When W. H. Wright launched this business forty years ago, he adopted as a policy "Good Goods—Good Service—Honest Values" and all the business has outgrown many buildings and experienced many changes, yet the old policy is the same today and to that policy credit is given for the forty years of steady growth.

Wright's

A GOOD PLACE TO TRADE

Sale

Forty Years



A SHORT STORY OF EARLY DAYS IN UTAH

The following sketch, prepared for the Daughters of the Pioneers gives an insight into the early days in Utah:

When Emma Taylor Wright left her native land for the new world, she was a young girl of the middle English class living in Birmingham, England. She was a city girl and was accustomed to some of the luxuries and refinements which the middle class enjoyed at that time, and this fact makes more remarkable the experiences which she had in joining the church and becoming a pioneer to Utah.

She was married to William H. Wright in 1848, being then in her eighteenth year, and six years later embarked for America with her husband.

William was by trade an engraver of gold and on his arrival in America he found a good market for his services, earning a dollar an hour at steady employment which enabled the little family to enjoy many luxuries and comforts to which they had been accustomed in England, and this also enabled them to fit out very well indeed, for the long trip across the plains, on which they started in 1859 in company with Captain Brown.

It was in May of that year in the town of Florence that they prepared for the trip, spending the winter of '59 at Mountainville (now Alpine, Utah), and arriving in Salt Lake City, August 18th of the same year.

The following spring the little family, which had now grown to four, started for Richmond, Cache County, where they expected to make a home with the first settlers, and it was there that this citybred girl faced unfriendly Indians, was oppressed by the plague of grasshoppers, living wholly on the products of their little farm, deprived of her accustomed comforts and of many necessities, and this condition brought to light the genuineness of her character, for in it all she never complained nor wished to turn back, but went through it bravely making her little log cabin a spot of cheerfulness in the desert.

In three years she had not seen a piece of coin until one day an Indian who became attached to a bit of bright carpet which she had, gave her twenty dollars in gold for it.

Not only did she attend to the household duties of milking, churning, soap-making, and clothes-making, but she also found time to assist in the great task of fence-building, and even giving assistance on the farm where the never ending tasks took the time of the men of her family. And in the very midst of this came the call for her husband to leave the family and perform a mission. The male members of her family at this time were small and needed her care rather than being able to care for her. So that now she performed not only the duties of the housewife, but also became the head of the family and supervised the work in the fields.

It was in 1873 that the family moved to Ogden, where her husband received employment and where the effort for existence became less strenuous. An opportunity to enter the mercantile business came to William Wright at this time, and they had decided to accept it. The merchandise had been arranged for, the building had been rented and the plans for launching the business were perfected when the partner who was to supply the financial aid became discouraged and withdrew. It was a terrible shock to William Wright and he was inclined to forsake the venture, and then his wife proved to be a helpmate in every sense of the word for it was largely due to the encouragement which she gave, and to the assurance of possible success which she felt would follow, that the husband was induced to tackle the job with her assistance.

It was only a small room which had formerly been used as a dwelling in which the little business began, and Emma Taylor Wright scrubbed and white-washed and cleaned the little embryonic department store until it radiated cleanliness, cheerfulness and welcome even as her own little home, and as the business grew she was always among those who gave the most valuable counsel. Her spirit of fortitude dispelled the discouragement which came at times, and together they worked and sacrificed and planned until the young business began to grow stronger and sons grew up to help in its upbuilding.

In order that all people might know that Wright's Store has passed its Fortieth Mile Stone, we will give on this occasion remarkable values in merchandise at prices which are planned to emphasize the Fortieth Year. The selling of the offerings advertised on this page will begin with the opening of the store Thursday morning, April 15th and continue until Saturday night.

Forty Cents

MEN'S SUITS

lot of men's suits which will be closed out during the Anniversary Sale at \$8.40. These are good styles and exceptionally good fabrics and are of the same high grade for which you usually pay up to \$12.50. A wonderfully good suit at this Anniversary price of \$8.40

Forty Cents

DRESS SKIRTS
dress skirt for ordinary wear. The models are not of the very latest, but for ordinary occasions they are in very good style. The materials are serge and neat textures. In most all sizes. Skirts which we sell in the regular way at \$3. During the Anniversary Sale the price is \$1.40

Forty Cents

MEN'S AND BOYS' ITEMS AT

The Anniversary Sale Items will be found in the Men's Basement.

Boys' Waists—in all boys' sizes—all fresh clean stock in good materials, 2 for 40c
Men's Maryland work shirts in full assortment of sizes and good, sturdy materials 40c
Men's leather work gloves—full assortment of sizes in wear resisting leathers 40c
Men's and Boys' Canvas Gloves the usual 10c quality; eight pairs to a customer 40c
Men's Jersey Top Canvas Gloves The usual 12 1-2c kind. Five pairs to a customer 40c

Forty Cents

CREPE DE CHINE WAISTS
Anniversary spring's newest waists of handsome crepe de chine—These are offered in maize, white and all bright colors. The front is decorated with solid hand embroidery in the name in silk. Newest collar and sleeve styles are included. A genuine \$3.50 value. Anniversary price \$2.40

Framed Pictures

\$1.40

Each

es and finishes, subjects in the great quantities and in the widest diversity treatments ever offered in one sale. This sale would have been considered possible two years ago, but the facilities this great new store make possible now men's greatest picture sale in our Base-

\$5.00 Values For \$1.40

Forty Cents

In the New Drapery Department—Many household attractions at FORTY CENTS and other Anniversary Prices.

Lace Curtains—a lot containing three hundred and fifty curtains in odd patterns. Values in this lot are worth to \$1.50 each. 40c
One lot of fifty pairs of handsome lace curtains in white only. These are full width and length. Values to \$3.50 \$2.40
One lot of the attractive new scrim curtains, offered in cream and white. These are values to \$2.25. Anniversary price \$1.40
One lot of single curtain in ecru only—not two of the same pattern—these are \$1.00 values. Anniversary Sale 40c

Floor Rugs—just one hundred and fifty in the lot. The size is 27x60 inches and attractive patterns. Anniversary 40c
Floor Rugs—one lot of mottled floor rugs in good size 30x57 inches. Good \$2 values. Anniversary Price \$1.40
Runner Rugs—Notice the size, 27 inches by 9 feet. Just a few of these for quick clearance. Anniversary Price \$3.40
Runner Rugs—Notice the size, 12x12 feet. This is a most unusual bargain and should have your attention. Anniversary Price \$4.40

JEWELRY NOVELTIES

Forty Cents

Sterling and Gold filled
Brooches 40c
Black Jet Brooches 40c
Children's gold filled Rings 40c
Short Jet Beads 40c
Ladies' Fancy Back Combs. 40c
Children's Gold filled Necklaces 40c
German Silver Vanity Cases 40c
Gold filled Beauty Pins, 2 cards 40c
Fancy Barrettes 40c
Wax filled Pearl Beads 40c
Fancy Finger Rings 40c

LADIES' NECKWEAR, RIBBONS, HANDKERCHIEFS

Forty Cents

Ladies' Neckwear—comprising all of these attractive styles which have been worn this spring and in values to 60c 40c
Fancy Ribbons—a great lot of fancy ribbons in pure silk ranging from 5 to 8 inches wide, flowers, plaids and stripes. Values to \$1 40c
Ladies' Handkerchiefs—pure linen with initial embroidered in corner, Armenian lace edge 40c

ONE DOLLAR AND Forty Cents

Anniversary Millinery Specials. Offering some of the season's best materials and ready-made hats at Anniversary Prices.

"TRIM YOUR OWN" HAT SALE
Shape and Trimmings for 1.40

For the clever ladies who wish to trim their own hats, here's a remarkable offer. We offer a fine lot of the newest styles in untrimmed shapes and choice of a lot of the newest spring flowers for trimmings. Materials for making a hat which would ordinarily sell up to \$7 \$1.40

TRIMMED HATS OF SPRING STYLE, 2.40
Some of Our Most Attractive Styles

During the Anniversary we offer a remarkable lot of ready trimmed hats at \$2.40. These are all of this season's styles and will include the new smart hats as well as an assortment of the large picture hats. There will be hats in this lot worth to \$7. Anniversary Sale Price \$2.40

Forty Cents

Couch Covers—one large lot of attractive couch covers in large size with fringe. \$7 values. Anniversary \$4.40
Bed Spreads—A lot of large bed spreads with cut corners, full size. Usual \$3.25 values. Anniversary Price \$2.40
Curtain Scrim, plain white and ecru color in the quality which sells at 25c a yard. Anniversary Price, 3 yards 40c
Turkish Towels—large size unbleached towels of the usual 35c value. Bargain Basement, 2 for 40c

Forty Cents

The new style Lavalier Slipper for spring in patent with gray or tan cloth quarter or full patent leather. \$3.50 values \$2.40
Two hundred pairs ladies' pumps with low and medium heels in patent leather. Proper styles for growing girls, \$3 values \$2.40

40c

Will have a wonderful buying power during the three days of this sale.

ONE DOLLAR AND Forty Cents

SILK PETTICOATS
Genuine pure silk messaline petticoats in all of the most wanted colors. They are made with an accordion pleated flounce and are mostly in good spring styles—These are the skirts which sell in the regular way at \$2.50. Not more than two will be allowed to a customer at the Anniversary Price of \$1.40

ONE DOLLAR AND FORTY CENTS
Two Men's Shirts for One Dollar and Forty Cents will be another feature of the Anniversary Sale in the Men's Store.

ART NEEDLEWORK AT Forty Cents

Anniversary Specials which should attract crowds of buyers to the Art Needlework Department:
Carlson Currier Embroidery Silks. The very best silk made. Usual 5c skions per doz. 40c
Ladies' Gowns to be embroidered. These are ready made and stamped. 75c values 40c
Scrim Scarfs for dresses and Pillow tops to match—75c values 40c
Real linen drawn work centers with cluny lace edges—75c values 40c
Boudoir Caps—a new line of very attractive styles in 75c values 40c
Children's Dresses—ready made and ready stamped for embroidery 40c

KNIT UNDERWEAR AT Forty Cents

Ladies' white lisle union suits, low neck, no sleeve, tight or umbrella knees 40c
Children's waist union suits, low neck, no sleeves. Suit and waist combined 40c
Ladies' Italian Silk Vests—pure Italian Silk thread—white or flesh \$1.40
Ladies' Swiss Ribbed Vests in a very fine quality for summer wear 40c
Children's Black ribbed Pants, during Anniversary, 2 pairs for 40c
Ladies' knit bloomers—in all sizes—Anniversary price 40c
Ladies' Silk ribbed vests, in sizes 4, 7 and 9 only, \$1.75 val. ues, 2 for \$1.40

LADIES' HOUSE DRESSES Forty Cents

Forty Cents each for a perfectly new spring house dress which cannot be reproduced under \$1. These are made of gingham in very neat patterns of checks and stripes with trimmings of solid colored gingham. This is a new stock and will, therefore, comprise all sizes. Anniversary Sale Only 40c

SEVEN DOLLARS AND Forty Cents

LADIES' SERGE DRESSES

Charming dresses all of this season's best models—in good serges—mixtures and checks. Offered in Navy Blue, Black, White Checks. In the lot are a few messalines of very attractive styles. These were marked to sell in the regular way at \$15—and we considered good values at that price—The Anniversary Sale Price is to be \$7.40

Forty Cents

LADIES' PETTICOATS

A great lot of the usual 75c petticoats in neat gingham patterns, some of ripplette and some of a very attractive percaline. The gingham numbers are made with a bias flounce and the styles are all this spring's models. On the Second Floor—Anniversary Sale Only 40c

Forty Cents

Aluminum Pic plates—a set of three, in the nine inch size—worth 60c. Anniversary Price 40c
75c Gray Enameled ware, contains Tea Kettles, Preserving Kettles, Berlin Kettles and dish pans 40c
78c Dolls—the unbreakable Baby Doll, with well made white dress, Anniversary Price 40c
\$1.00 Teddy Bears—various sizes of the genuine "Stieff" Teddy Bear. Anniversary Price 40c
Cups and Saucers—set of six, in imported semi-porcelain. Anniversary Price 40c
75c Ivoryized Earthenware Jar-dinieres. All sizes—these have a beautiful ivory finish 40c
\$1.25 Refrigerator Jars in white and blue decorations of imported china. On sale 40c
Wright's Cleanser—usual 10c cans with sifter tops. Will not scratch—10 cans for 40c

Forty Cents

The Bargain Basement offers a great list of attractive offerings in useful household goods at Anniversary Sale Prices.

Two-quart water pitchers in a splendid imitation of cut glass. These are made of a fine white crystal glass 40c
65c Set of water tumblers in imitation cut glass to match the pitchers mentioned above—set of six 40c
75c Carving Set—knife and fork made of the very best imported steel with black ebony handles—per set 40c
Water Set, containing Star cut glass pitcher, six star cut glasses and nickel plated tray. \$2 value \$1.40
Breakfast set of Imported Semi-porcelain, contains five pieces, cup saucer and three plates. On set to customer 40c
75c Fancy China Salad bowls—offered in a big assortment of decorations. Anniversary Sale Price 40c
Set of six fancy fruit dishes to match the bowl mentioned above. Sold in the regular way at 75c value 40c
Plate Set—Containing three handsomely decorated china plates—in two sizes, 75c values, per set 40c
Framed Pictures—values to \$1 in big assortment of subjects with Circassian walnut frames 40c
\$1.00 Pantry Jars for Cereals, Oil, Vinegar, Spices, etc. Blue and white china 40c